

ENVIRONMENT COMMITTEE – DECEMBER 8, 2008

ENVIRONMENTAL MASTER PLAN APPROVAL IN PRINCIPLE PRESENTATION BY DPRA INC.

Recommendation

The City Manager, in consultation with the Deputy City Manager and Commissioner of Finance and Corporate Services and Commissioners, recommends that:

1. The presentation by DPRA Inc. be received;
2. The draft Community Sustainability and Environmental Master Plan forming Attachment No. 1 to this report BE APPROVED IN PRINCIPLE; and that the plan be presented to the Committee of the Whole Working Session at its January 12, 2009 meeting and that any issues raised at the Working Session be addressed in the plan;
3. The draft plan proceed to Council for ratification of the Environment Committee's recommendation of approval in principle on February 3, 2009;
4. The plan be subject to on-going staff review and the incorporation of changes resulting from this report and the consultant's presentation, comments from the Environment Committee, the Committee of the Whole Working Session on January 12, 2009 and the Council meeting on February 3, 2009; and
5. The plan be re-titled the "Community Sustainability and Environmental Master Plan" (CSEMP) to better reflect the broad approach to sustainability described in the document; and that staff as part of the development of the communications plan, report on the opportunities for developing a program brand for the CSEMP, similar to the role *Vaughan Tomorrow* plays for the City's overall growth management program;

Economic Impact

Direction to proceed with the preparation of the Environmental Master Plan has been obtained and was included in the 2007 Capital Budget. Actions identified in the plan have either obtained or will require budget approval as the program proceeds.

Communications Plan

A communications plan will be developed and ultimately implemented upon Council's approval in principle of the Community Sustainability and Environmental Master Plan. The communication measures will target the public, the media, public sector agencies and stakeholders. The plan will also be posted on the *Vaughan Tomorrow* website as an integral component of the City's Growth Management Strategy.

It is recommended that the name of the "Environmental Master Plan" be changed to the "Community Sustainability and Environmental Master Plan". This change emerged from the Council – Staff Workshop. The consensus was that the plan through the evolution of its defining elements and actions had also taken on the characteristics of a sustainability strategy. Therefore the new title better reflects the breadth of the plan.

However, the new title is not ideal as a program brand. As part of the preparation of the communications strategy, it is also recommended that staff report on the opportunities for

developing a program brand to function in the same role that *Vaughan Tomorrow* plays for the Vaughan Consolidated Growth Management Strategy - 2031.

Purpose

The purpose of this report is to obtain:

- Approval in principle for the draft Environmental Master Plan;
- Direction to change the name of the Environmental Master Plan to the "Community Sustainability and Environmental Master Plan" and develop a program brand for the initiative as part of the communications plan;
- Direction to present the Plan to the Committee of the Whole Working Session on January 12, 2009 for its information and comment, prior to proceeding to Council on February 3, 2009 for ratification;
- Authorization to make revisions to the plan as a result of input from the Environment Committee, Committee of the Whole and Council and from on-going staff review as part of the process leading to finalization.

Background – Analysis and Options

a) Background

On September 25, 2006 Council adopted a recommendation originating with the Environmental Task Force which provided that a corporate-wide Environmental Master Plan (the "EMP") be developed as part of the Consolidated Growth Management Strategy – 2031 (now the *Vaughan Tomorrow* program). Staff was directed to prepare Terms of Reference for the EMP and report back with a draft, with timelines in concert with the preparation of the Growth Management Strategy. The Environmental Master Plan is one part of the Growth Management Strategy, which originates with the Strategic Plan (*Vaughan Vision 2020*) and includes the Official Plan Review and the preparation of a number of supporting Master Plans.

On February 12, 2007 Council directed that Staff proceed with the preparation of the Vaughan Consolidated Growth Management Strategy – 2031. On February 19, 2007 the Environmental Task Force approved the draft Terms of Reference for the Environmental Master Plan and authorized staff to issue a Request for Proposals to retain consulting services to assist in the preparation of the EMP. This decision was ratified by Council on March 19, 2007.

On March 19, Council directed that the Environmental Task Force's name be changed to the Environment Committee and that its mandate be broadened. The new mandate also included responsibility for the Environmental Master Plan. On June 11, 2007 Council formally established the Environment Committee as a Special Purpose Committee of Council under the Procedural By-law and adopted operating Terms of Reference for the Committee. The amendment to the Procedural By-law was enacted on June 25, 2007.

On June 21, 2007 the Request for Proposal (RFP07-077) was issued for the preparation of the EMP. The City's evaluation committee reviewed the proposals over the summer and established the preferred proponent. On September 24, 2007 the Environment Committee approved the retention of the recommended consulting team, led by DPR Inc., to prepare the City's Environmental Master Plan. This decision was ratified by Council on October 9, 2007. The final work plan was approved at Environment Committee on November 26, 2007 and ratified by Council on December 10, 2007.

b) Role of Consultation in the Development of the Plan

The Community Sustainability and Environmental Master Plan is directed to the operations and functions of the City of Vaughan. However, there is also a clear public

dimension to the plan. Therefore, it was essential that input be gathered from representatives of the corporation and the public. Ultimately, the information obtained through these processes was critical to the development of the plan. The respective processes are described below.

Internal Consultation

In preparing the plan the following methods were used to engage Vaughan Council and staff in the development of the plan.

- Interviews with individual Members of Council;
- Interviews with the City Manager, Deputy City Manager and Commissions;
- Monthly progress updates to the Environment Committee;
- Meetings with the Senior Management Team;
- Meetings with a Staff Project Team made up primarily of Directors and Managers;
- Presentation to a Committee of the Whole (Working Session);
- Liaison with the *Vaughan Tomorrow* team; and
- Workshops with staff and the Environment Committee and Members of Council.

Public Consultation

Several methods were used to engage the public. Initial input from the general public was coordinated with the Official Plan Review Team through the *Vaughan Tomorrow* Speaker Series and Visioning Workshops, which were held in the spring of 2008. The topic of the first event (April 10, 2008) of the Speaker Series was "Defining a Sustainable Future", which examined the meaning of sustainable community development and its implications for the growth and development of the city. Jim Micak of DPRA Inc. was one of the participating speakers.

The intention of the Visioning Workshops was to explore the challenges and opportunities facing the city and its communities. A total of five workshops were held in:

- Maple on May 21, 2008;
- Thornhill on May 27, 2008;
- Kleinburg on June 4, 2008;
- Woodbridge on June 11, 2008 and
- Concord/Thornhill on June 23, 2008.

A number of questions were posed to the participants including, "What does a sustainable city mean to you?" The responses were helpful in determining the scope of the plan. In particular, it confirmed that the public's definition of sustainability went beyond the natural environment and extended into the realm of community, economic and social issues. This view was consistent with the idea of developing "complete communities" and working to achieve "triple bottom-line" solutions.

To further broaden the perspective a Stakeholder Committee was struck. It was composed of people from organizations in a variety of fields or sectors of society that have expertise and/or an interest in environmental/sustainability issues and policies. The committee format allowed them to share ideas and provide the City with their views and input on the preparation of the EMP. A total of three workshops were held. They were scheduled throughout the process to inform the various phases of plan development. They took place on February 20, 2008, June 16, 2008 and on October 30, 2008. A total of 22 organizations participated. In addition, representatives from Policy Planning and the consultant for the OP Review (Urban Strategies Inc.) attended. The following groups were represented at least one of the three workshops:

- Smart Commute North Toronto/Vaughan;
- McMichael Canadian Collection Art Gallery;
- West Humber Naturalists;
- Canada Mortgage and Housing Corporation;
- Vaughan Chamber of Commerce;
- Bridgeport Group Ltd.;
- United Way of York Region;
- Windfall Ecology;
- COSTI;
- Toronto Chapter, World Green Building Council;
- York Region Environmental Alliance;
- Evergreen Foundation;
- Vaughan Public Libraries;
- BILD;
- York Region Catholic School Board;
- PowerStream;
- York Region District School Board;
- Seniors Association of Vaughan Initiative (SAVI);
- Vaughan Youth Councillor;
- Human Services Planning Branch, York Region;
- Clean Air Partnership.

These organizations added a variety of institutional, public and professional viewpoints to the development of the plan; and the committee served as a sounding board for the policy development process as the plan progressed.

The final leg of the public consultation process was the scheduling of a public meeting to obtain input on the draft Community Sustainability and Environmental Master Plan. The meeting took place on November 20, 2008. The draft document was posted on the *Vaughan Tomorrow* website on November 7, 2008 to give the public an opportunity to review it in advance. A total of 28 people attended the meeting, which was facilitated by DPRA Inc. The attendance provided for two effective breakout groups. Notification methods used for this meeting included:

- Advertisement on the City Page for three weeks starting October 31;
- Posting on the *Vaughan Tomorrow* website, including availability of the draft plan starting November 7, 2008;
- Over 300 mailed notices to ratepayer, cultural, religious, seniors, community and sports organizations, environmental groups, developers in the city;
- Two City E-bulletins to 3000 subscribers;
- A City media advisory;
- E-mail advisories by several members of Council to their respective mailing lists;
- Mention in news articles/columns (*Vaughan Today; Novae Res Urbis*);
- Posters in the Vaughan Public Libraries;
- Web Posting/E-mail distribution by participating organizations including:
 - BILD;
 - The Vaughan Chamber of Commerce; and
 - The GTA Clean Air Council.

Those in attendance were both knowledgeable and well-engaged in the process. The discussion was vigorous and the input was insightful. The deadline for additional comment was extended to November 26. Comments obtained from the public meeting form Attachment No. 2 to this report.

In order to broaden the consultation base, the City should consider supplementing the traditional public meetings with internet based communication tools. This could include

web simulcasts of public meetings, interactive participation and posting of the recorded simulcasts to allow for convenient public viewing and comment. These measures should be considered as the City continues to review its public engagement processes. It is also noted that several of the participants indicated that they became aware of the meeting through the City's e-Bulletin.

c) Intention of the Presentation and Next Steps

The plan submitted for approval in principle at this meeting (Attachment No. 1) is the version that resulted from the October 27 workshop with members of Council and staff. The consultant will highlight a number of potential changes that emerged primarily as a result of the Public Meeting on November 20. The objective is to identify any further changes that may be incorporated and to obtain direction.

Today's meeting will also provide the opportunity for members of the Environment Committee to identify issues that warrant additional discussion and possible changes to the plan. Any follow-up comments after the meeting are welcomed. They can be discussed as required at the proposed Committee of the Whole Working Session meeting on January 12, 2008.

Staff will continue to review the plan, particularly the areas relating to the Time Frames, the Responsibilities and Potential Financial Impacts to ensure comprehensive coverage.

Therefore, it is recommended that the Environment Committee give approval in principle to the plan as the initial step leading to Council approval on February 3, 2009. It is also suggested that the plan then proceed, by way of a presentation, to the Committee of the Whole Working Session on January 12, 2009. This will provide an opportunity to bring all members of Council up to date on the plan and provide a forum for discussion and further comment.

This approach provides two opportunities for comment and for staff and the consulting team to further fine tune the plan before it reaches Council. In addition, it gives the opportunity to brief all members of Council at a Committee of the Whole Working Session. This will allow for any questions to be addressed or comments incorporated prior to the plan moving to ratification on February 3, 2009. It is noted that there is an Environment Committee meeting on the morning of February 3, 2009. If necessary, an update on any major changes to the plan may be reviewed by the Committee before the afternoon Council meeting.

Relationship to Vaughan Vision 2020

This report is consistent with the Vaughan Vision 2020 objective to "Lead and Promote Environmental Sustainability" by developing and implementing an Environmental Master Plan as part of the Growth Management Strategy 2031.

Regional Impact

Not Applicable.

Conclusion

The Community Sustainability and Environmental Master Plan is approaching completion. It is a product of extensive consultation with City staff, stakeholders and the public. Over the next two months it is proposed that the plan be finalized, substantially in the form set out in Attachment No. 1 to this report, subject to the input of the Environment Committee, Committee of the Whole, Council and on-going staff review.

It is recommended that the presentation by DPRA Inc. be received and the draft plan be approved in principle as the first step in the process that will lead to the finalization of the plan. It is also recommended that the CSEMP be the subject of a presentation to Committee of the Whole (Working Session) at its meeting on January 12, 2009. Given the breadth of the document it will be helpful for all Councillors to be briefed on its content and afforded the opportunity to comment prior to it proceeding to Council on February 3, 2009 for ratification of the Environment Committee's recommendation. It is noted that an update on the plan can be provided, if necessary, at the Environment Committee's scheduled meeting on the morning of February 3 before the afternoon Council meeting.

The Community Sustainability and Environmental Master Plan is one piece of an organizational response to the many issues we are now facing. These include, in the shorter-term, a slowing economy requiring financial prudence and the strategic allocation of resources; and in the longer-term the continuing problems facing our environment and the need to accommodate major growth.

The City is building into its operations the recognition of the need to act in a sustainable manner and respect the objectives of the "triple bottom-line" by pursuing a healthy environment, vibrant communities and a strong economy. This is and will be reflected in the City's planning documents that will guide its operations, growth and change for the next 25-years. The Community Sustainability and Environmental Master Plan will work with the originating strategic plan *Vaughan Vision 2020* and as part of the *Vaughan Tomorrow* growth management program (the Official Plan Review and Master Plans) to achieve this outcome.

Therefore, it is recommended that the recommendations of this report be approved.

Attachments

1. Draft Community Sustainability and Environmental Master Plan, November 2008 (Councillors Only);
2. Comments resulting from the November 20, 2008 public meeting.

Report Prepared by:

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Respectfully submitted,

Michael DeAngelis
City Manager

Comments from Public Meeting

Community Sustainability and Environmental Master Plan for the City of Vaughan

Draft Meeting Report



Thursday, November 20, 2008; Vaughan Civic Centre

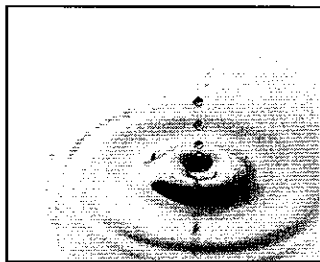
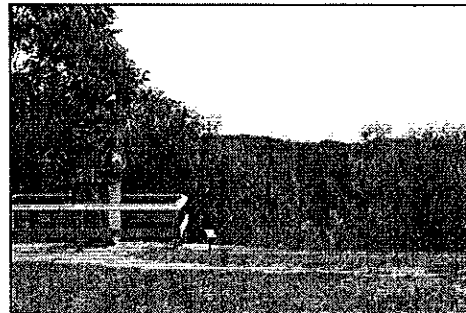
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OVERVIEW

The City of Vaughan is currently in the process of developing its first Community Sustainability and Environmental Master Plan. The CSEMP will be the City's sustainability strategy. It is identified as a priority initiative by the City's strategic plan *Vaughan Vision 2020* and it is an important part of the *Vaughan Tomorrow* program, which will lead to the development of the City's growth management strategy to the year 2031. It will include the Community Sustainability and Environmental Master Plan, a new Official Plan and a number of supporting master plans that deal with the provision of services and infrastructure.



The Community Sustainability and Environmental Master Plan will address a wide range of municipal responsibilities, including the City's day-to-day operations, like the provision of services and infrastructure; and its regulatory functions such as planning and development approvals. The Plan will define sustainability from the City's perspective and it will include a series of Goals, Objectives and Action Plans that will move the City toward a future which includes a healthy environment, strong communities and a sound economic base.

A Public Meeting was held at the Vaughan Civic Centre from 7:00 to 9:30 p.m. on the evening of November 20, 2008 to review the draft CSEMP. A draft CSEMP was available on-line at www.vaughantomorrow.ca for two weeks prior to the event and hard copies were also available. Notification methods used for this meeting included:

- ◆ Advertisement on the City Page for three weeks starting October 31;
- ◆ Posting on the Vaughan Tomorrow website, including availability of the draft plan starting November 7, 2008;
- ◆ Over 300 mailed notices to ratepayer, cultural, religious, seniors, community and sports organizations, environmental groups, developers in the city;
- ◆ Two City E-bulletins to 3000 subscribers;
- ◆ A City media advisory;
- ◆ E-mail advisories by several members of Council to their respective mailing lists;
- ◆ Mention in news articles/columns (Vaughan Today; Novae Res Urbis);
- ◆ Posters in the Vaughan Public Libraries;
- ◆ Web Posting/E-mail distribution by participating organizations including:
 - BILD;
 - The Vaughan Chamber of Commerce; and
 - The GTA Clean Air Council.

A total of 28 people attended the meeting, which was facilitated by DPRA Inc., in conjunction with sub-consultants from planningAlliance, iTRANS Consulting and Dougan & Associates. The attendance provided for two effective breakout groups.



The consulting team used a series of four questions to frame the discussions in the small groups. These questions were also provided to participants in workbook format. This short report contains notes from participants' workbooks and the transcribed flip chart notes from the two groups at the Public Meeting.

Discussion Question 1: Overall, do the definitions make sense for the City of Vaughan?

Workbooks

- Yes they did
- There needs to be a good deal of community involvement and awareness
- A media mission needs to be in place to get this plan off the ground
- Wording seems adequate in terms of framing the guidelines of how to move forward
- More concerned about how to use these definitions to create the policies necessary to implement the sustainable actions

Group #1, Facilitated by Jim Micak

- Sustainability is about city building, and in the balance between environment and economy
- Leadership: add following through from community leaders
- Engagement: idea of generality is to be inclusive
- Innovation: idea beyond best practices; revolutionary ideas; aspire to be best in class
- “We” means partnership between city and community together

Group #2, Facilitated by Amanda Kennedy

- Future focus
- Implementation/enforcement
- Word definition
- Balance/different views
- Education, community, acceptance
- Leadership and responsibility
- Schools involvement
- Communication to public

Discussion Question 2: Overall, are there items that you feel are missing from the plan?

Workbooks

- Green energy production and retrofitting energy consumption to save energy
- Community awareness is missing
- In terms of transportation/future development, there needs to be some sort of incentive towards encouraging all encompassing infrastructure along with increasing urban density
- Wants to see incentives for grocery stores and other necessary infrastructure to operate around the new built-up zones

Group #1, Facilitated by Jim Micak

- More emphasis on long term plan and continuous improvement
- Notion of inspiring business, residents, and city
- Goal 1.2: where do we want to focus our business; how do we brand Vaughan to business; attract educational institution (George Brown) and green-tech industry.
- Goal 1.3: Concept of Vaughan as a destination
- Goal 1.3.1: more specific, more measurable
- Goal 2.1: commercial light out idea through partnerships with the city
- Information about green projects put on city website
- Goal 2: Green education for redevelopment of homes; city can play a leading role through education.
- Goal 2.4: idea of promoting green concepts to business and residents
- Goal 2.6: presented as the city is taking it upon themselves - promotion
- Goal 3.3: stronger language, may=must
- Goal 4.2.3: smaller green spaces must be included in the plan
- Goal 4.3: Reach out to home-owner environmental actions

Group #2, Facilitated by Amanda Kennedy

- Energy sustainability missing
- Production of energy (green energy)
- Goal 5 to discuss in detail
- "ecological footprint" defined
- More community involvement at all phases of the plan and implementation
- Split community and business input
- Need to balance inputs
- Other worldwide communities experiences
- Funding sources
- Consciousness raising
- Transportation concerns: measurable goals (eg. SOV); reporting progress; realistic expectations; issues regarding current residents and facilities already built; communication; bus schedules available in real-time; car pooling incentives; partnership with Toronto transit; linkages; controlling truck times/routes

- Agriculture: near urban agriculture; farmer's markets (emphasize local agriculture); preference for local products (markets at city facilities, flea markets/mixed markets, greenhouses, green roofs, green energy production, remove policy barriers to innovation, support for farmers and farms, feasibility of techniques, coordinated effort/coordinator, educate the children, two streams [education and coercion])

Discussion Question 3: Overall, are there items that you would like to remove from the plan?

Workbooks

- Too much control of the city in terms of implementation/enforcement, whereas it should be empowering the community instead
- Plan doesn't go far enough in terms of aggressiveness

Group #1, Facilitated by Jim Micak

- None

Group #2, Facilitated by Amanda Kennedy

- None

Discussion Question 4: What is your overall impression of the CSEMP?

Workbooks

- The plan seems to be well thought out thus far
- The proof of its effectiveness will be in the areas “under development”
- It lacks some basic “how” parts, in terms of practicality
- Vaughan can easily become an attractive place for green energy leadership
- Business retrofitting of current consumption of electricity to get off the list of energy difficult city/region
- Looks more like a philosophical plan than a practical one
- All the education in the world won’t make people start using public transit. Strict rules (or at least increasingly strict rules will be the major driver towards change in attitude.

Group #1, Facilitated by Jim Micak

- There are a lot of good action items
- Actions must be measurable, achievable, and realistic with reporting
- The name of the plan (CSEMP) seems long
- Visionary definitions; bold thinking; action items are incremental

Group #2, Facilitated by Amanda Kennedy

- Very broad versus detailed policy
- “change or perish”
- Weak regarding energy production
- Empowering community
- Attractive to business
- Time frame?/in progress?
- Consequences/accountability